

ITEM 3. SPONSORSHIP – ENERGY EFFICIENCY COUNCIL NATIONAL CONFERENCE 2014**FILE NO: S066864****SUMMARY**

The City of Sydney is a member of the Energy Efficiency Council, which is the peak body for commercial and industrial energy efficiency services and products.

The Energy Efficiency Council National Conference is Australia's premier annual event for energy efficiency, demand-management and cogeneration. The 2014 event will take place on 11 and 12 November at the Swissôtel Sydney and will feature an extensive speaker program, working sessions, exhibitions, high quality networking opportunities and a gala dinner.

The Energy Efficiency Council has approached the City seeking sponsorship support for the Government Efficiency Session to be held as part of the 2014 National Conference. The event will be based within the City of Sydney Local Government Area (LGA), with many attendees who are key to energy efficiency, including industry, state and federal policy makers, energy companies, facilities managers and major energy users.

Sponsorship of this event would provide an opportunity to showcase the City's plans and initiatives and to engage with key stakeholders. This is in line with the City's Community Strategic Plan which encourages sustainable development, renewal and design and a globally competitive and innovative city, and to ensure that the City becomes "a leading environmental performer".

Funding would be offered as a one-off cash sponsorship of \$7,250 (excluding GST).

In accordance with the City's Grants and Sponsorships Policy, applications for sponsorship are considered by Council on an ad-hoc basis, and Council may approve grants and sponsorships outside the Policy as it sees fit.

RECOMMENDATION

It is resolved that:

- (A) Council approve a cash sponsorship of \$7,250 (excluding GST) to the Energy Efficiency Council to support the Government Efficiency Session to be held as part of the 2014 Energy Efficiency Council National Conference; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer an agreement with the Energy Efficiency Council.

ATTACHMENTS

Attachment A: Energy Efficiency Council – National Conference Sponsorship Proposal

BACKGROUND

1. Energy efficiency and cogeneration deliver major economic benefits to companies and are the largest, most cost-effective and technologically mature sources of emission abatement. Realising this potential requires high-tech products and specialists to identify and implement energy efficiency upgrades.
2. The Energy Efficiency Council is the peak body for energy efficiency and cogeneration services and products; formed in 2009 to give a voice to the energy efficiency and cogeneration industry and bring providers and clients together to develop products that meet client needs.
3. The City of Sydney is a long-standing member of the Energy Efficiency Council.
4. The 2014 EEC National Conference will take place on 11 and 12 November at the Swissôtel Sydney, and will feature an extensive speaker program, working sessions, exhibitions, high quality networking opportunities and a gala dinner.
5. The 2014 National Conference will bring together up to 300 leading thinkers from business, government and other organisations to hear and debate the latest domestic and global thinking about saving energy.
6. The National Energy Efficiency Industry Awards and Gala Dinner will take place on the evening of 11 November, with around 200 guests in attendance. The evening will provide an opportunity for key figures from the energy efficiency sector to come together to recognise the best in innovation and success from across the industry.
7. The Energy Efficiency Council has approached the City seeking sponsorship support for the Government Efficiency Session to be held as part of the 2014 National Conference. Sponsorship of this event would provide an opportunity to showcase the City's plans and initiatives and to engage with key stakeholders. Key programs and/or topics which the City could promote include:
 - (a) Energy Efficiency Master Plan;
 - (b) Residential Apartments Sector Sustainability Strategy;
 - (c) Better Buildings Partnership;
 - (d) Environmental Upgrade Agreements;
 - (e) CitySwitch Green Office;
 - (f) Energy and Water Retrofit (Council operations); and
 - (g) LED street lighting upgrade.
8. In return for sponsorship, the City would receive opportunities to speak, complimentary delegate registrations, and other recognition as a Gold Sponsor of the conference.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030

9. *Sustainable Sydney 2030* is a vision for the sustainable development of the city to 2030 and beyond. It includes 10 strategic directions to guide the future of the city, as well as 10 targets against which to measure progress. This sponsorship is aligned with the following strategic directions and objectives:
 - (a) Direction 1 - A Globally Competitive and Innovative City – there is an increasing body of evidence that energy efficiency improves productivity by freeing up funds and resources that can be allocated to other business development opportunities. Energy efficiency is typically the least cost way to reduce greenhouse gas emissions and reduces the need for costly energy supplies and distribution capacity.
 - (b) Direction 2 - A Leading Environmental Performer – the City recently completed an energy efficiency retrofit for its major energy using sites and is installing energy efficient LED street lighting. For the City LGA, we have developed an ambitious target with a suite of programs to reduce greenhouse gas emissions.
 - (c) Direction 9 - Sustainable Development, Renewal and Design – energy used by buildings is the primary contributor to greenhouse gas emissions and therefore energy efficiency in new buildings, major refurbishments and renewal areas is critical for achieving the City's energy and emissions targets.
 - (d) Direction 10 - Implementation through Effective Governance and Partnerships – the City cannot implement energy savings at the LGA scale on its own. The conference provides a good opportunity for the City to communicate its vision and programs.

Organisational Impact

10. Sponsorship includes delegate registrations, which provide a key learning and development opportunity for staff from the City Sustainability, Green Infrastructure and Properties units.

Risks

11. There are no risks involved in the City being a sponsor of this event.

Social / Cultural / Community

12. This event would primarily apply to the non-residential sectors. Indirect energy efficiency improvements may result from this conference, reducing running costs which could lead to improved productivity. Any material energy efficiency gains in the non-residential sector may also benefit residents by reducing the need for future network investments, the main cause for increasing electricity bills over the last five years.

Environmental

13. Energy efficiency is a key aspect for meeting the City's target to reduce greenhouse gas emissions by 70 per cent by 2030, and any gains in energy efficiency improvements will reduce the amount of clean energy required to meet the City's targets for local energy generation.

Economic

14. This event would primarily apply to the non-residential sectors. Indirect energy efficiency improvements may result from this conference, reducing running costs which could lead to improved productivity.

BUDGET IMPLICATIONS

15. The proposed sponsorship of \$7,250 (excluding GST) would be funded from the 2014/15 Sustainability Strategy budget. Sufficient funding is available.

RELEVANT LEGISLATION

16. Section 356 of the Local Government Act 1993.

CRITICAL DATES / TIME FRAMES

17. Notification on the outcome of this sponsorship request is required to the Energy Efficiency Council as close to the September 2014 Council meeting date as possible in order to ensure that, if approved, the City's brand is included within any event promotional materials and to assist with structuring the event.

KIM WOODBURY

Chief Operating Officer

Nik Midlam, Manager Carbon Strategy